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## **Identification of the Potential For Tourism in Lumbung Village, West Selemadeg District, Tabanan Regency Bali**

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**Abstract:** Indonesia has a diversity of nature, culture, and customs which are a tourist attraction. It is important to know the potential of an area so that it can be optimized to improve the welfare of the local community and preserve culture. The successful development of a region requires the role of various parties and government support. The tourism village is one of the efforts to implement sustainable tourism development based on the community. Lumbung Village is one of the villages in West Selemadeg Subdistrict, Tabanan Regency, Bali, which has natural and cultural beauty that is not yet known by the wider community. It is necessary to identify a potential tourist attraction in Lumbung Village. Social studies humanities are exploratory-qualitative to find reduced and analyzed using analysis 4A tourist destinations (power Pull/attraction, access/accessibility, facilities /amenities, and institutional support /ancillary. In this study, the reduction is based on the concept of 4A development of tourist destinations and Tourism village criteria as a basic instrument for tourism village development. Determination of research conclusions based on the final score or the instrument based on the results of observations and interviews on pre-criteria designed Based on the results of observations in Lumbung Village, Selemadeg District, Tabanan Regency Bali, the score was 195 included in the very criteria so that the village of Lumbung has the potential to become a tourist attraction.

**Keywords:** tourism identification, tourism potential, lumbung village

### **1. Introduction**

Indonesia has a very large area supported by various potential natural resources to be processed and used. Besides, Indonesia is also rich in regional cultural arts, customs, historical relics, and the beauty of its natural panorama which is quite potential to be developed. Some

many obstacles and challenges must be faced, especially if it is not supported by the community around the tourist spot. This is the importance of awareness and regulations from local governments that carry out development in the tourism sector.

The success of regional economic development is an effective collaboration between the use of existing resources, the community, and the government. In this case, the role of the government is to seek broad opportunities for local communities so that they can fully participate in every economic activity. One of the efforts to optimally utilize local resources is to develop tourism with the concept of Ecotourism. In this context, tourism has an inseparable part with efforts to empower the local economy and conservation which encourages a higher interest in culture. The concept of ecotourism is a natural tourism trip based on love for the environment. The success of this ecotourism can help the community to improve welfare by increasing the family economy. This is obtained from the advantages of the tourism process. On the other hand, the ecotourism concept is also directed at maintaining local cultural wisdom. The saturation of tourists to visit artificial tourist objects is an opportunity that can be used to attract tourists to visit nature-based tourist objects and get to know the culture of the local population.

In general tourism development, the term is also known as sustainable tourism or ". Sustainable tourism is a step to manage all resources that can be met socially and economically while maintaining the integrity of culture, biodiversity, basic ecological processes, and other life-supporting elements ". Based on this, tourism is seen as an alternative that has the opportunity to increase local revenue.

According to Utama and Ruspindi (2018), tourism can be developed through villages as an effort to transform the economy. Based on this, it is interesting to identify the potential for village tourism as an effort to transform the economy. Lumbung is a village located in Selemadeg Barat District, Tabanan Regency, Bali, Indonesia. The beauty of terraced rice fields and cool breezes and exotic green expanses along the road. Lumbung Village is a village located in an agricultural area. Lumbung Village consists of 7 hamlets which include Dajan Sema Hamlet, Delod Sema Hamlet, Anom Hamlet Cepaka, Hamlet, Sembung, VillageDusun Pengeregean Kaja, and Dusun Pengeregean Kelod. The majority of the population works as farmers by processing plantation products such as ceroring, cocoa, coconut, and rambutan.

Lumbung has a meaning as a storage area for ripe rice because this area is dominated by terraced or terraced agriculture. One of the advantages of Lumbung Village is the existence of a motocross track which is the result of local youth self-help. The distance is approximately 90 minutes from downtown Denpasar. This is what needs to be identified for the tourism potential in Lumbung Village, West Selemadeg. Social studies humanities are exploratory-qualitative to find will be reduced and analyzed using SWOT analysis (Strengths, weaknesses, opportunities, and challenges and analytical 4A tourist destinations (power Pull/attraction, access/accessibility, facilities /amenities, and institutional support /ancillary).

## **2. Literature Review**

### **2.1 Tourism Village Tourism**

The village is an effort to build tourism through the community, where tourists live and interact and study the environment and local village life (Inskeep, 1991). Tourism village is an application of community-based and sustainable tourism (Arida and Pujiani, 2017).

The development of a tourism village aims to advance a village by optimizing the potential that can become a tourist attraction. Pearce (1995) defines specifically efforts to complement and fulfill tourist needs by improving tourist facilities. Development of tourist villages is expected to encourage the economy of the community t as well as being an effort to foster local entrepreneurial potential while maintaining the preservation of local culture.

Tourism villages are also part of alternative tourism in building the environment in a sustainable manner (Oppermann, 1997)

## **2.2 The 4A concept in developing tourism destinations.**

The development of a village refers to tourism destination management, known as the 4A concept that must be owned by a destination which includes 4 (four) aspects, namely: (1) attraction, (2) accessibility, (3) amenities, and (4) institutions ancillary (Cooper et al in Susanto, Adiada, Suyasa, 2018). This is a minimum requirement of a tourist destination. The importance of an attraction which is the uniqueness of an area both naturally and artificially includes access or convenience in reaching tourist sites using transportation, accommodation, and other means to meet the needs of tourists and other supporting institutional facilities (Susanti, Adiada, Suyasa, 2018). The interesting thing in this research is to explore qualitatively how these four aspects affect the tourism potential in the village of Lumbung Selemadeg Barat.

## **3. Research Methods**

This research is exploratory research that uses qualitative methods which are an attempt of social research to define or explain something without a clear picture or definition, thus requiring flexibility in finding and exploring sources of information. The stages of this research are designed based on references in Sugiono (2018), namely 1. Grand Tour which is a stage description by exploring social situations in general by collecting data. 2. A mini-tour is a reduction stage to find research focus by narrowing down the findings. 3. The selection stage to get a deeper understanding of an area by breaking down the focus in more detail, finding uniqueness, and creating categories based on the data found.

In this study, triangulation was data carried out through data sources, data collection techniques, and techniques analysis to gain insight into the topic under study. Sources of data in this study are in the form of social situations that are different from quantitative research in the form of populations. The social situation that is the subject of this research is as follows:

1. Place: the location of this research is in Lumbung Village, Selemadeg Barat District, Tabanan Bali, about 90 minutes from downtown Denpasar
2. People: Subjects who are directly involved in this research which consists of people who incidentally been to the Village Barn district of West Selemadeg Tabanan Bali at the time of the team researching the site, both tourists foreign and domestic visitors, as well as the guards or the people who are responsible for managing this area as informants determined by purposive
3. Activity: activities within the research boundaries are all activities carried out by visitors on a trip to Lumbung Village, Selemadeg Barat District, Tabanan Regency, Bali, as well as activities carried out by managers/guards of tourist destination areas.

Data collection techniques in this study include:

1. Participatory observation, namely Researchers and the team observed directly and carried out several activities on research subjects to see and identify tourism potential.
2. Structured interviews at the stage description (grand tour), namely the interview technique used on participants (Sugiyono, 2010)
3. Semi-structured interviews at the reduction stage (a mini-tour), namely interview techniques used with several participants who can provide in-depth information such as managers or guards at certain locations (Sugiyono, 2010) This interview technique is freer than interviews structured with the hope of getting more in-depth information.
4. Documentation is a data collection technique using records pre-existing tourism portraits in the form of narratives, photos, sketches, films, sculptures, and so on

(Sugiyono, 2010). In this study, the team will use 2 approaches, namely documents obtained from information via the internet and documentation by the team itself in the form of videos and photos.

Based on the data collected, the analysis was carried out using the Miles and Huberman model which consisted of data reduction, data display, and conclusion of results verification (Sugiyono, 2010). In this study, the reduction was carried out based on the 4 A concept of developing tourist destinations as well as the criteria for tourism villages as the basic instruments for developing tourist villages (Arida and Pujani, 2017). Determine research conclusions based on the final score or score on the instrument based on the results of observations and interviews on pre-criteria designed.

#### **4. Finding And Discussion**

Rural tourism is a tour that is oriented to enjoying the atmosphere and life of rural communities, respecting culture, traditions, and the natural environment. The tourism village is one of the efforts to implement sustainable tourism development based on the community. Rural tourism can provide benefits to improve the economy of the local community because of the various business potentials that support the fulfillment of tourist needs. These various business potentials can become tourist attractions that provide experiences for tourists in addition to providing additional income and encouraging people to be more creative and active in managing and developing their regions.

The scope of nature that can be developed into tourism is mountains that display the beauty of its panorama, rice fields can also be a tourist attraction with unique ways of cultivating rice fields, irrigation systems, and traditions in the process from the beginning of a rice nursery to becoming rice plants ready for harvest. Forest areas where cleanliness is considered can be attractive tourist attractions to be developed by accentuating their unique flora and fauna. The sea is also a natural tourist attraction with beautiful coastal views and underwater wealth and surroundings. Culture can become a tourist attraction which includes historical relics, traditions, customs, daily life, and architectural works that are characteristic of local culture.

##### **4.1 History of Lumbung Village**

Based on information from figures in Lumbung Village who have gathered about the origins of Lumbung Village to date through interviews with elders in the village, the following information was obtained:

Desa Lumbung comes from the word lumbung which means fertile plants (meLEMBUNG). At first, there was a hermit with his followers traveling from the Suraberata area to the northeast through a large field of reeds which is now called LALANG LINGGAH. From Lalang overlooks by tracing the eastern edge of the Balian river he passed a very sloping and hilly area and the area is now given the name PENGEREGAN which originates from the word PERIRINGAN which means sloping. He continued his journey to the northeast and found an area that was very shaky with plants that began to grow young (swelling) so that the area is now called LUMBUNG which comes from the word LEMBUNG means young shoots. From a rather high place, he looked to the west across the Balian river, there was smoke billowing like a dragon in which a sari tree was imagined so that the area was named NAGA SARI until now. He continued to travel to the northeast until he found housing, where he taught Hinduism. The area is now given the name Angkah which comes from the word "Ang, Ah". Through his services, this area found its civilization and flourished so that it expanded into several areas, namely: Margetelu, Wanayu, Samsaman, Angkah, Lumbung, Nagasari, Yeh Silah. Through the inflated fragrance of the name angkah. Many newcomers to this area were formed housing complexes and given the names of their respective Banjar such as Marga telu, Wanayu, Sunting,

Samsaman Kaja, Samsaman Kelod, Angkah Pondok, Angkah Gede, Angkah Tegeh, Angkah Munduk, Lumbung Dajan Sema, Lumung Delod Sema, Anom Granary, Cepaka Granary, Sembuang Lumbung, Pengeregan Kaja Lumbung, Lumbung Pengeregan Kelod, Nagasari, Yeh Silah. It is said that after the Tabanan kingdom led by a king named Jero Kaleran discovered this area. The hermit continued his journey to Antegana which is now the area of Tying Gading Village and he undertook austerities there. Keeping up with the times and with the arrival of the Dutch colonists took steps to control the administration and population. Around 1940 the people of Lumbung Angkah and Nagasari agreed and united to form one village name, namely Lumbung Village with Perbekel (Bendesa), the first-named Jedeg, and the boundaries of Lumbung Village were determined as follows:

In the North: Belimbing Village and Mundeh Village  
in the East: Payan Village  
in the South: Antap and Lalang Linggah Villages  
in the West: Lalang Linggah Village

In line with the development of the Lumbung Village administration and government, it was continued with the replacement of the second head of Lumbung Village, Teller, and the third named Rudeh. In 1977, the growth in population and the administration and governance, Rural barn divided into two areas, namely the Village Barn Kauh in the West River Balian and Rural barn with the head of his village Nengah Sutirja with boundaries as follows:

On the North: the village of Belimbing  
Next to East: Sungai Payan  
in the South: Antap and Lalang Linggah Villages  
in the West: Sungai Balian Village

Furthermore, the Head of Lumbung Village is named I Ketut Subrata, I Nyoman Sarta, I Ketut Agusriana, SH, considering that the population is increasing and with broad considerations. At the time when the head of Village I Ketut Angsana, SE took office in 2003, Lumbung Village was divided into 2 Village areas namely Angkah Village and the northern part and Lumbung Village with the following territorial boundaries:

In the North: Village Angkah Payan  
in the East: River  
Next South: Antap and Lalang Linggah Villages  
in the West: Balian River

With the expansion of the Village so now Lumbung Village still consists of seven official banjars, namely:

Banjar, Pengereregan, Kelod,  
Banjar, Pengereregan, Kaja  
Banjar, Sembung  
Banjar, Cepaka,  
Banjar, Anom  
Banjar, Dinas Delod, Sema,  
Banjar, Dajan Sema, Dajan Sema,

#### **4.1 Identification of Potential For Tourism Attraction Rurallumbung West Selemadeg Tabanan Bali**

The process of identifying tourist attractions begins with an understanding of the basic criteria in the development tourist village proposed by Arida and Pujani (2017) as the following table and adjusted based on participatory observation in the Village Barn:



Table 1. Identification Of Potential For Tourism Attraction  
Rurallumbung West Selemadeg Tabanan Bali

No	Indicators	Score	Remarks
<b>A</b>	<b>Nature / Bio Conservation</b>		
	1. There is a landscape natural/ geographically unique and beautiful (terraced rice fields, plantations, valleys, waterfalls, sand dunes, etc.)	4	A terraced rice fields, plantations, and valleys
	2. There are unique biological phenomena (bat caves, forest birds, etc.	3	Specifically none
	3. There is flora/plants that are endemic and unique	1	None
	4. There are endemic and unique fauna/animals.	3	There are still species of deer and orangutans
	5. It is easy to observe wildlife	1	At any given moment
	6. There are springs (shower / beji)	1	Not available
	7. Communities utilize water sources for tourism purposes	1	Not yet utilized
	8. There are rare plants	1	None
	9. There is a traditional plant garden.	3	Plants grow wild
	10. Residents use upakara plants as material for traditional ceremonies (meaning the level of dependence on areas outside the small village)	2	The community does not buy for ceremonies
	11. There is a medicinal/herbal plant garden.	3	Medicinal plants grow wild such as horsewhip, Pida leaves, cinnamon, etc.
	12. Availability of accurate information on vegetation	1	Not available
	13. There are opportunities for(trekking, rafting, snorkeling, etc.)	2	hiking trekking paths on Jalan Kebo Iwa and opportunities for rafting along the Balian river
	14. Comfortable temperature and humidity	2	Very comfortable for traveling
	15. Normal rainfall	2	According to the tropical season
	16. Small industrial waste is managed properly	3	Waste is managed by a waste bank
		<b>33</b>	
<b>B</b>	<b>Physical Environment</b>		
	1. The physical environment is still relatively natural.	3	The rural environment is very beautiful
	2. Having rice fields or plantations that are still dominant	2	80% of the area is still rice fields and plantations
	3. The rate of conversion of paddy fields is relatively controlled.	3	Very controlled

No	Indicators	Score	Remarks
	4. Has an organic rice/garden processing system.	4	The processing of rice fields still uses chemicals and is not completely organic
	5. Water bodies (rivers, telabah) are protected from pollution.	2	People are advised not to dispose of waste into the river
	6. There are community members who use water bodies for environmentally friendly productive activities, for example raising freshwater fish.	2	The community makes freshwater fish ponds
	7. There is a sports field or village square	2	There is a volleyball field but does not have a village square
	8. There is a village map that accurately describes local potential officials	4	Village Has made local potential mapping
	9. Has a division of the territory into three zones, namely; Utama Mandala (Pure Conservation), Madya Mandala (Limited Use), Nista Mandala (Utilization)	1	Have not divided the area into these three zones
	10. Have a written village space arrangement (zoning) that has been socialized to residents.	4	There are written regulations and have been socialized
	11. There is a settlement pattern that is still traditional	3	Most of the residential areas are still traditional
	12. The existence of telecommunications in front of the yard is still dominant.	2	There are telecommunications in front of the yard of each resident's house
	13. There are customary lands in the form of graves, village forests, and lands belonging to the village.	2	Most of the land still belongs to the village
	14. Low risk of natural disasters (landslides, floods, tsunamis)	1	Low risk of natural disasters
		<b>35</b>	
<b>C</b>	<b>Culture</b>		
	1. There is a village myth/legend	2	Myths Jalan Kebo Iwa
	2. There is a unique and distinctive traditional ritual.	2	Traditions from opening the rice fields to harvesting
	3. There are traditional games that are still alive	2	Makesti wood and fighting tingkih (candlenut)
	4. There is exercise traditional surviving	1	None
	5. There is a sacred dance form that is still alive.	2	TheLine Dance Kerkuak at the Ngaben ceremony
	6. There are groups/dance groups that are still alive	1	Not available

No	Indicators	Score	Remarks
	7. There are art attractions that allow tourists to be involved.	1	Potential exists but has not been developed
	8. There is a musical art sekehe still alive	2	sekehe gong
	9. There are sekehe kidung (traditional sound art) that are still alive	2	sekehe kidung
	10. There is a traditional dance studio	1	None
	11. There are figures of dance artists who are still active in creativity.	1	None
	12. There was once a maestro-scale dance artist who has passed away, but his history and personality are still felt by the community	1	None
	13. Some residents work as herbalists (healers)	1	Not available
	14. There are village specialties with raw materials obtained from the local village	2	Vegetable taro leaves, Lempog (cassava cake), and river clams (ungun)
	15. Some residents are skilled at processing local culinary preparations (local chefs), at least 4 local culinary people (local chefs), at least 4 people	3	Many people work on cruise ships as chefs but do not live in the village
	16. There are historical artifacts in the form of ancient sites recognized by the State	3	Jalan Kebo Iwa and Tugu Pahlawan
	17. The community actively preserves existing historical artifacts	1	Conduct a ceremony of honor every November 17-19 by sprinkling flowers on the hero monument
	18. There is an understanding in society about the need to balance between caring for art and commercializing art	1	at the stage of caring for art
	19. There are strict rules in maintaining sacred arts.	1	It has not been written yet, but the people already understand
	20. There are buildings with distinctive architectural ornaments	1	None
	21. There is a cycle system of ceremonies/traditions carried out by residents sustainably and independently.	2	Traditions from opening the fields to harvesting
	22. There are rules (code of conduct) regarding the procedures for entering the temple in writing that has been agreed upon by all villagers.	3	Written at the entrance of the temple

No	Indicators	Score	Remarks
	23. The surrounding environment is arranged in a beautiful, green, and spacious area.	2	Arranged beautiful and green
	24. There are groups of farmers who still use plows (cattle, buffalo)	1	Have switched to using a tractor engine
		<b>39</b>	
<b>D</b>	<b>Amenities / Infrastructure</b>		
	1. There are people's houses that can be used as homestays.	3	Yes, but they need training
	2. There is a Banjar hall building that can be used as a vehicle for a tourism village (management office, tourism center, etc.)	2	The Bale Banjar is quite good if used
	3. There are adequate toilets in the village hall area	2	Their toilets are decent
	4. There is a large parking area (a minimum of 5 cars).	3	The parking area is large enough for cars and motorbikes
	5. There is a safe and adequate	4	village road. The main road to the village of the lumbung is quite good, but the road to the village office is still steep
	6. There is a waste management system independently village	2	management waste with waste bank
	7. There is a traditional market that is clean and comfortable	1	There is no market in Lumbung Village
		<b>17</b>	
<b>E</b>	<b>Institutional</b>		
	1. There are a structure and village apparatus that work effectively	2	Complete organizational structure
	2. There are written rules governing local villagers.	2	There is a village regulation
	3. There is a customary institution in the village.	2	There are traditional village officials
	4. There are regular deliberations in the village.	4	Each activity is carried out deliberately
	5. There are structures and instruments of farmer organizations that work effectively	2	There are organizations subak abian and subak wet
	6. There is a tourism village management body that is working effectively	1	Not available
	7. There is a local-based disaster mitigation system (Kentongan).	2	There is in every bale Banjar
	8. There is a Village Credit Institution that is developing healthy and dynamic.	2	There are 3 LPDs in Lumbung Village

No	Indicators	Score	Remarks
	9. There is a village cooperative that works effectively	1	There is not cooperative
	10. There is a group of residents managing waste / sorting waste that has been established for at least the last 6 months	4	PKK's as managers of waste banks
		<b>22</b>	
<b>F</b>	<b>Human Resources</b>		
	1. There are members of the community of productive age who are quite large and live in the village (> 30%)	2	There are more than 30%
	2. Some residents are alumni of the Tourism school (SMK) Minimum, 2 people	2	There are more than 2 people
	3. Some residents speak foreign languages	2	Some residents speak foreign languages
	4. Some residents have worked in the tourism sector (hotels, restaurants, travel, etc.)	2	Quite a few work in the tourism sector
	5. There are groups of women who have activities sustainable group(PKK, arisan, arts)	3	PKK groups have routine programs
	6. Several residents work in business units established by the customary village / Banjar (e.g. LPD, cooperative, waste group, village market).	2	Indigenous people work in village business units
	7. Several residents become craftsmen based on tradition (carving, Sunday, pande, clothes, traditional culinary delights, etc.)	1	People only maintain traditional culinary traditions
		<b>14</b>	
<b>G</b>	<b>Attitude and Community Life Order</b>		
	1. Residents have a positive perception of village tourism	2	The community wants the village to develop into a tourist village
	2. The people are predominantly open-minded and friendly to outsiders, especially tourists.	2	The community is friendly to accepting outsiders
	3. There is still a system of gotong royong which is ongoing	2	Gotong royong is still being preserved
	4. Potential for minor conflicts	3	So far, rarely occur conflicts
	5. There is an internal conflict resolution system.	3	Conflicts are resolved amicably
	6. There is an external conflict resolution system.	3	Using a third person as a mediator

No	Indicators	Score	Remarks
	7 Respect and obedience of citizens to traditional leaders is still strong	3	The community obeys the traditional leaders
	8. The proportion of small immigrants (maximum 25%	3	Majority of indigenous people
	9 Several residents are involved in the SME (Traders) sector.	3	The community trades agricultural products in Lumbung Village
	10. Have Active Participation Type	3	Active in customary activities
		<b>27</b>	
<b>H</b>	<b>Accessibility</b>		
	1. The connecting road to the outer area is in good condition	2	The main road to the village of the lumbung is quite good, however, the road to the village office is still steep
	2. The distance to the regency city center is quite close to	2	30 km to the Regency City
	3. No cross-provincial roads are crossed.	2	Lumbung Village is about 2 km from the main Denpasar Gilimanuk road
	4. Has a local mode of transportation	1	Do not have
	5. Relatively low private car ownership	1	Relatively low
	Rating 1-5 from Lowest - Best	<b>8</b>	
	<b>Total Score</b>	<b>195</b>	

Source: Arida & Pujiani (2017), Survey Results (2020)

Remarks: Range of scores from the following criteria

- a) Very Fulfilled: 191 - 246
- b) Fulfilled: 127 - 191
- c) Sufficiently Fulfilled: 64 - 126
- d) Less Fulfilled: 0 - 63

#### 4.2 The Potency of the village of Lumbung

Based on the results of observations in the village of Lumbung District Selemadeg Tabanan Bali Regency, obtained a score of 195 which is included in the criteria very fulfilling so that the village of Lumbung has the potential to become a tourist attraction. It should be owned by a destination that includes four (4) aspects, namely: (1) Fascination/attraction, (2) Access /accessibility, (3) Facilities /amenities, and (4) Institutional Support /ancillary

##### 1) Attraction

The Lumbung village has a natural beauty which is an attraction with various unique natural/geographic landscapes, namely there are rice terraces that are neatly arranged



**Figure 2. Rice Terraces Image Source: taken by Krismawintari (2020)**

Fruit and coffee plantation areas but until now the lumbung village does not have a distinctive typical product of the village Coffee plantation with a grafting system is a potential for ecotourism/agrotourism. In the forest area of the village of a unique biological phenomenon is still found, namely deer that appear at night in search of food. Birds in forest areas are still widely found freely.



**Figure 3. Picture of Natural Scenery in Lumbung Village**  
Source: Taken by Krismawintari (2020)

In general, the physical environment of the village is still beautiful and natural has dominant rice fields and plantations. In the village of the granary, there is a system to control irrigation, namely subak. There are two subaks, namely the subak sawah and the subak gardens. Until now, the current management has not fully used organic because, in the process of planting rice, fertilizers such as urea, peto, etc. are still used. Water bodies (rivers, telabah) in the lumbung village are protected from pollution. Lumbung Village has a group of women who have activities sustainable such as social gathering and art, and some even make traditional snacks. This is an opportunity to make traditional snack-making activities a local-based culinary attraction.

The success of the tourism village development plan must be supported by a positive perception of the tourist village. Dominantly, the residents of Lumbung Village have an open mindset and are friendly to outsiders, especially tourists. The uniqueness of the cooperation system is still ongoing. Lumbung Village also has an internal and external conflict resolution system so the potential for conflict is small. Until now, the community respects and obeys

traditional leaders. The population in Lumbung Village is still dominated by indigenous people and less than 25% of the immigrant population. Several people are engaged in the SME sector (traders) to sell agricultural products in the form of rice, coffee, coconut, and local fruits.

## **2) Access/accessibility**

In general, the access ramp to the outside area is in good condition, but some roads in the village are still quite steep and need to be prepared to be a tourist village. If the distance is calculated, Lumbung Village is quite close to the district city center, about 30 km. Lumbung Village is still beautiful and is not crossed by busy roads cross-provincial. Lumbung Village does not yet have local transportation modes and private car ownership is relatively low. The dominant community owns a dirt bike or motorbike with toothed wheels to carry their garden products through the forest.

## **3) Facilities/amenities**

In infrastructure, several things need to be managed if the community wants to make the village of the lumbung a tourist village, namely: preparing residents' houses as homestays by the minimum standard of the homestay. The community needs to receive training to receive guests and activities carried out with these guests. For example training on making beds, preparing food. Food & Beverage Product and Service.

There is a Bali Banjar building that can be used as a management office, tourism center, tourism, and village rides. Based on observations, there are more than 30% of the productive age community who still live in the village. Some of them are alumni of tourism schools and master foreign languages. There are even residents who have worked in the tourism sector (restaurants, hotels, travel) which is the capital to develop Lumbung Village into a Tourism Village.

## **4) Supporting Institutions/ancillary**

There are rules written that regulate local villagers and there are customary institutions that regulate customary activities. Decisions are made by deliberation regularly at the village office. To support and develop the community's economy, Lumbung Village has a Village Credit Institution that develops healthily and dynamically. Until now there are 3 LPDs in Lumbung Village, but they do not have a cooperative.

## **5. Conclusion and Suggestion.**

Based on the results of observations in Lumbung village, Selemadeg District, Tabanan Regency, Bali, it obtained a score of 195 which was included in the criteria very so that Lumbung village has the potential to become a tourist attraction. Based on the conclusions, several things that need to be done to develop the potential for tourist attraction in the village of granary are to form tourism awareness groups and assistance in tourism villages.

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